We claim:

The use of chroman derivatives of the formula I,

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15 in which the substituents, independently of one another, have the following meanings:

> R^1 is hydrogen, C₁-C₁₂-alkyl,

20 \mathbb{R}^2 is hydrogen, C_1-C_{12} -acyl,

 $\ensuremath{\mbox{R}^3}$ and $\ensuremath{\mbox{R}^4}$

are hydrogen, C₁-C₁₂-alkyl,

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R5 is hydrogen, C₁-C₁₂-alkyl, aryl

in cosmetic or dermatological preparations.

30 2. The use of chroman derivatives as claimed in claim 1, in which

> R^1 is hydrogen, C₁-C₃-alkyl,

35 is hydrogen, C1-C3-acyl,

 ${\rm R}^3$ and ${\rm R}^4$

are C_1-C_3 -alkyl and

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is hydrogen, C₁-C₃-alkyl.

The use of a chroman derivative as claimed in claim 1 having the formula Ia

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HO
$$CH_3$$
 $COOH$ CH_3

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The use as claimed in any of claims 1 to 3 for prophylaxis against aging processes of the human skin.

The use as claimed in claim 4 for prophylaxis against dry skin, wrinkle formation and/or pigment disorders.

6. The use as claimed in any of claims 1 to 3 for prophylaxis against aging processes of human hair.

7. The use as claimed in any of claims 1 to 6, wherein at least one of the compounds of the formula I is present in an effective content in commetic preparations.

The use as claimed in claim 7, wherein at least one of the compounds of the formula I is present in concentrations of from 0.01 to 30% by weight, based on the total amount of the cosmetic preparation.

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A cosmetic preparation for protecting the human epidermis or human hair, which comprises, in a cosmetically suitable carrier, a cosmetically effective amount of at least one of the compounds of the formula I

$$\begin{array}{c}
R^{2}O \\
R^{3} \\
R^{4}
\end{array}$$

$$\begin{array}{c}
COOR^{5}
\end{array}$$

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in which the substituents R^1 to R^5 have the meanings defined according to either claim 1 or 2.

10. A cosmetic preparation as claimed in claim 9, comprising a cosmetically effective amount of the compound of the formula Ιa

$$\begin{array}{c} \text{CH}_3 \\ \text{H}_3\text{C} \\ \hline \\ \text{CH}_3 \\ \end{array} \begin{array}{c} \text{COOH} \\ \end{array}$$